

Last Received: 09/20/2012 8:29 AM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.  
 Advertiser ( ) US CHAMBER OF COMMERCE  
 Product US CHAMBER OF COMMERCE  
 Estimate# 919930  
 Buyer CARMEN MAGDALENO  
 Phone#  
 Fax#

Agency ( ) DEL CIELO MEDIA  
 10755 SCRIPPS POWAY PARKWAY, SUITE#550  
 SAN DIEGO, CA 92131  
 Agency C/P1/P2/E //919930  
 Flight Dates 09/20/2012 - 09/30/2012  
 Hiatus Weeks

Rep Firm  
 Sales Office ( ) LOS ANGELES  
 Salesperson ( ) DEBBIE CARTER  
 Salesperson Phone# 323-761-6119  
 Salesperson FAX# 323-686-5240

## --- CONTRACT COMMENT ---

SC=\*

## --- REMARKS ---

URGENT!!!! NEW ORDER STARTS FRI 9/21  
 RATES OK PER EILEEN. THIS IS C.I.A.  
 PLS CNF  
 TR JOSIE

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	F	9A-10A	BUYLINE COMMENT: TODAY SHOW 2 - PLS GIVE MAX SEP	:30	\$500.00	09/21-09/21	2	1	2	\$1,000.00	
				Sales Remark: V1 PLS GIVE MAX SEP								
	2	M-F	9A-10A	BUYLINE COMMENT: TODAY SHOW 2 - PLS RUN 2/DAY W/MAX SEP	:30	\$500.00	09/24-09/28	10	1	10	\$5,000.00	
				Sales Remark: V1 PLS RUN 2/DAY W/MAX SEP								
	3	F	10A-11A	BUYLINE COMMENT: TODAY SHOW 3 - PLS GIVE MAX SEP	:30	\$400.00	09/21-09/21	2	1	2	\$800.00	
				Sales Remark: V1 PLS GIVE MAX SEP								
	4	M-F	10A-11A	BUYLINE COMMENT: TODAY SHOW 3 - PLS RUN 2/DAY W/MAX SEP	:30	\$400.00	09/24-09/28	10	1	10	\$4,000.00	
				Sales Remark: V1 PLS RUN 2/DAY W/MAX SEP								
	5	F	12P-1P	BUYLINE COMMENT: NEWS - PLS GIVE MAX SEP	:30	\$300.00	09/21-09/21	2	1	2	\$600.00	
				Sales Remark: V1 PLS GIVE MAX SEP								
	6	M-F	12P-1P	BUYLINE COMMENT: NEWS - PLS RUN 2/DAY W/MAX SEP	:30	\$300.00	09/24-09/28	10	1	10	\$3,000.00	
				Sales Remark: V1 PLS RUN 2/DAY W/MAX SEP								

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	7	F	2P-3P	DOCTORS - PLS GIVE MAX SEP Buyline Comment: DOCTORS - PLS GIVE MAX SEP Sales Remark: V1 PLS GIVE MAX SEP	:30	\$200.00	09/21-09/21	2	1	2	\$400.00	
	8	M-F	2P-3P	DOCTORS - PLS RUN 2/DAY W/MAX SEP Buyline Comment: DOCTORS - PLS RUN 2/DAY W/MAX SEP Sales Remark: V1 PLS RUN 2/DAY W/MAX SEP	:30	\$200.00	09/24-09/28	10	1	10	\$2,000.00	
	9	F	4P-5P	ANDERSON COOPER - PLS GIVE MAX SEP Buyline Comment: ANDERSON COOPER - PLS GIVE MAX SEP Sales Remark: V1 PLS GIVE MAX SEP	:30	\$500.00	09/21-09/21	2	1	2	\$1,000.00	
	10	M-F	4P-5P	ANDERSON COOPER - PLS RUN 2/DAY W/MAX SEP Buyline Comment: ANDERSON COOPER - PLS RUN 2/DAY W/MAX SEP Sales Remark: V1 PLS RUN 2/DAY W/MAX SEP	:30	\$500.00	09/24-09/28	10	1	10	\$5,000.00	
	11	F	5A-6A	NEWS Buyline Comment: NEWS	:30	\$800.00	09/21-09/21	1	1	1	\$800.00	
	12	M-F	5A-6A	NEWS - PLS RUN 1/DAY Buyline Comment: NEWS - PLS RUN 1/DAY Sales Remark: V1 PLS RUN 1/DAY	:30	\$800.00	09/24-09/28	5	1	5	\$4,000.00	
	13	SA	6A-7A	NEWS - PLS GIVE MAX SEP Buyline Comment: NEWS - PLS GIVE MAX SEP Sales Remark: V1 PLSL GIVE MAX SEP	:30	\$500.00	09/22-09/29	2	2	4	\$2,000.00	
	14	SA	7A-9A	NEWS - PLS GIVE MAX SEP Buyline Comment: NEWS - PLS GIVE MAX SEP Sales Remark: V1 PLS GIVE MAX SEP	:30	\$800.00	09/22-09/29	2	2	4	\$3,200.00	
	15	SA	8A-10A	SAT TODAY SHOW Buyline Comment: SAT TODAY SHOW	:30	\$1,200.00	09/22-09/29	1	2	2	\$2,400.00	

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	16	SU	6A-7A	NEWS - PLS GIVE MAX SEP Buyline Comment: NEWS - PLS GIVE MAX SEP Sales Remark: V1 PLS GIVE MAX SEP	:30	\$500.00	09/23-09/30	2	2	4	\$2,000.00	
	17	SU	7A-9A	NEWS - PLS GIVE MAX SEP Buyline Comment: NEWS - PLS GIVE MAX SEP Sales Remark: V1 PLS GIVE MAX SEP	:30	\$800.00	09/23-09/30	2	2	4	\$3,200.00	
	18	SU	8A-9A	SUN TODAY SHOW - PLS GIVE MAX SEP Buyline Comment: SUN TODAY SHOW - PLS GIVE MAX SEP Sales Remark: V1 PLS GIVE MAX SEP	:30	\$1,200.00	09/23-09/30	2	2	4	\$4,800.00	
	19	F	6P-630P	NEWS Buyline Comment: NEWS	:30	\$2,200.00	09/21-09/21	1	1	1	\$2,200.00	
	21	TU-F	6P-630P	NEWS - PLS RUN 1/DAY Buyline Comment: NEWS - PLS RUN 1/DAY Sales Remark: V1 PLS RUN 1/DAY	:30	\$2,200.00	09/25-09/28	4	1	4	\$8,800.00	
	22	SA	6P-630P	NEWS Buyline Comment: NEWS	:30	\$700.00	09/22-09/29	1	2	2	\$1,400.00	
	23	SU	6P-7P	NEWS - PLS GIVE MAX SEP Buyline Comment: NEWS - PLS GIVE MAX SEP Sales Remark: V1 PLS GIVE MAX SEP	:30	\$500.00	09/23-09/30	2	2	4	\$2,000.00	
	24	F	1235A-135A	FALLON Buyline Comment: FALLON	:30	\$150.00	09/21-09/21	1	1	1	\$150.00	
	25	M-F	1235A-135A	FALLON - PLS RUN 1/DAY Buyline Comment: FALLON - PLS RUN 1/DAY Sales Remark: V1 PLS RUN 1/DAY	:30	\$150.00	09/24-09/28	5	1	5	\$750.00	



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35 F 730P-8P    Buyline Comment: INSIDER    1 1 1 1 \$1,500.00    \$1,500.00

36 M,W,F 730P-8P    Buyline Comment: INSIDER - PLS RUN 1/DAY    3 1 1 3 \$1,500.00    \$4,500.00

Sales Remark: V1 PLS RUN 1/DAY

37 TH 10P-11P    Buyline Comment: ROCK CENTER    1 1 1 1 \$1,600.00    \$1,600.00

38 F 10P-11P    Buyline Comment: DATELINE    1 1 1 1 \$1,600.00    \$1,600.00

---REPORT TOTALS---

Report Totals: 130 / \$91,300.00

---SALES MONTHLY TOTALS---

Sep 12: 130 / \$91,300.00  
Sales Totals: 130 / \$91,300.00  
Station Totals: 130 / \$91,300.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$240,263    CATV 0%    WAVY 38%    WGNT 0%    WPXV 0%    WTKR 32%  
WTVZ 2%    WVBT 7%    WVEC 21%

Books null  
Demos RHOMES

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--- CREDIT RISK ---  
CASH IN ADVANCE